

**Guth**

AND DIFFUSION BY CEILING REFLECTION

**INDIRECT ILLUMINATION •**

WIDE ANGLE DISTRIBUTION



*Better Light  
Better Sight*

**CATALOG NO. 28**



# Indirect Lighting

and Its

## Relation to Proper Vision

Vision is our most useful sense and our eyes the most important instrumentality.

It has been estimated that of the five senses we gain 80% of our knowledge thru the sense of sight and about a third of the nervous energy of the body is used up by the eyes.

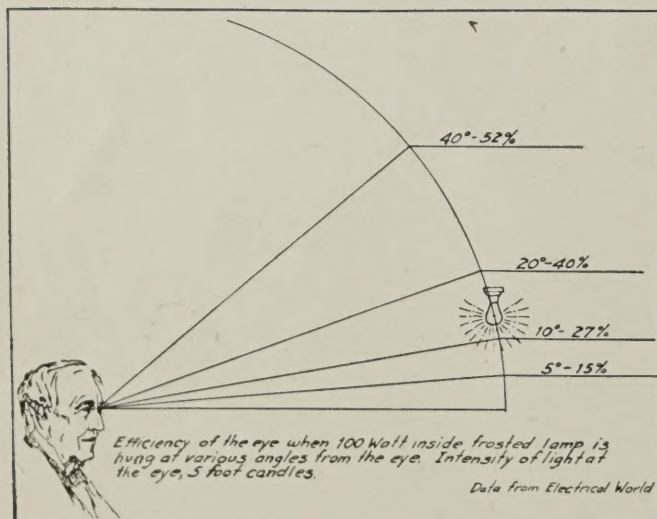
Normal human eyes are wonderfully adaptable. They adjust themselves to light intensities ranging from almost total darkness to 10,000 foot candles in the sunlight on a midsummer day. They function best, with light well diffused of adequate intensity. Continued strain weakens the eyes and causes many other harmful results.

Glare and gloom are the two greatest enemies of good eye sight. They account for most of our eye cripples (50% of the white race).

Glare is difficult to measure, but it might be defined as irritating contrast of brightness. Any visible light source which is brighter than the surroundings in the line of vision might produce glare. Reflections from polished surfaces also cause glare.

With glare the pupils of the eyes contract considerably to exclude intense light rays. This causes nervous tension and reduces efficiency.

Gloom does its share to cause eye strain and fatigue. In order to see, the pupils of the eyes expand to gather in all possible light. Muscular and nervous energy are used to overcome the handicap. The result — errors, headaches, dizziness, drowsiness and lack of coordination.



The necessity for proper illumination should be apparent, still the eyes are the most abused of our senses, as many people do not realize their importance to our general health.

Improper lighting causes headaches, nervousness, indigestion, irritability, poor vision and consequent impaired eyesight.

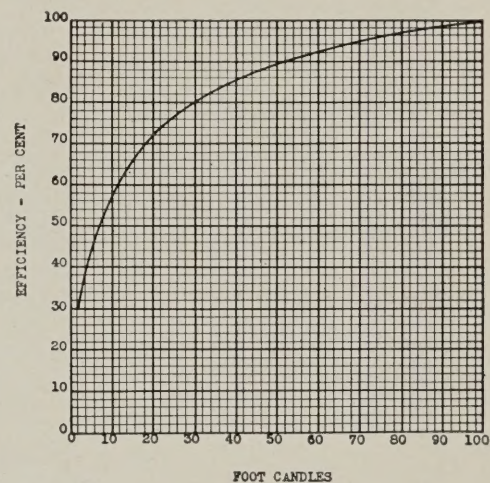


Chart Showing RELATIVE EFFICIENCY OF AVERAGE EYE Based on its ABILITY TO PERCEIVE under VARIOUS LEVELS OF ILLUMINATION.

Proper indirect lighting gives eye ease without strain or fatigue. It greatly increases efficiency, prevents mistakes and aids in promoting health due to the absence of unnecessary drain on the nervous system.

The Edwin F. Guth Co. has devoted over 33 years to the study of illumination, during which time many of the most important advances in this science were developed by Mr. Guth. In the Indirect Lighting field, Guth Luminaires occupy a commanding position because of their remarkable efficiency, beauty of design, durability and uniform light distribution.

Our expert engineering experience, covering installations of every type all over the world, is at your disposal without charge or obligation. Special designs submitted, if desired, to harmonize with any architectural treatment.

THE EDWIN F. GUTH CO.  
St. Louis, Mo.



# A Few of the Thousands of Users of



## BANKS

City Bank..... Washington, D. C.  
Commerce & Savings Bank..... Washington, D. C.  
Federal Reserve Board..... Washington, D. C.  
National Savings & Trust Co..... Washington, D. C.  
Ft. Wayne National Bank & Trust Co. Ft. Wayne, Ind.  
Empire National Bank Bldg..... St. Paul, Minn.  
First National Bank Bldg..... St. Paul, Minn.  
Minneapolis Bldg. & Loan Ass'n..... St. Paul, Minn.  
Drovers Exchange State Bank..... South St. Paul, Minn.  
Mercantile Commerce National Bank..... St. Louis, Mo.  
Western Savings Bank..... Buffalo, N. Y.  
Union Savings Bank..... Warren, Ohio  
First National Bank & Trust Co..... Tulsa, Okla.  
Federal Land Bank Bldg..... Columbia, S. C.  
First National Bank..... Dallas, Texas  
Federal Intermediate Credit Bank..... Houston, Texas  
Federal Land Bank..... Houston, Texas  
State National Bank..... Houston, Texas  
Charleston National Bank..... Charleston, W. Va.

## CLUBS

American Ass'n of Mayors..... Washington, D. C.  
General Federation Woman's Club..... Washington, D. C.  
National Press Club..... Washington, D. C.  
University Club..... Washington, D. C.  
Y. M. C. A..... Washington, D. C.  
Des Moines Club..... Des Moines, Iowa  
Detroit Automobile Club..... Detroit, Mich.  
Trenton Country Club..... Trenton, N. J.

## GOVERNMENT, STATE AND MUNICIPAL BLDGS.

Dept. of Water and Light..... Los Angeles, Calif.  
Government Printing Office..... Washington, D. C.  
City Hall Building..... Orlando, Fla.  
City Hall..... Springfield, Ill.  
Farm Credit Administration..... Louisville, Ky.  
Public Library..... Detroit, Mich.  
City Hall..... Grand Haven, Mich.  
City Hall..... Columbia, Mo.  
State Capitol Bldg..... Trenton, N. J.  
City Engineering Dept..... Binghamton, N. Y.  
Steele Memorial Library..... Elmira, N. Y.  
Muskingum Co. Common Pleas Court..... Zanesville, Ohio  
City Hall..... Portland, Ore.  
U. S. Engineers, Dept. of War, Drafting  
Rooms and Offices..... Portland, Ore.  
Lake County Court House..... Madison, S. D.  
Tennessee Valley Authority..... Corinth, Miss.; Chattanooga and Knoxville, Tenn.

## HOSPITALS

Peralta Hospital..... Oakland, Calif.  
Glendale Sanitarium..... Washington, D. C.  
Georgia Baptist Hospital..... Atlanta, Ga.  
Henry Grady Hospital..... Atlanta, Ga.  
Hillman Hospital..... Birmingham, Ala.  
Fairfax Hospital..... Daytona Beach, Fla.  
Charity Hospital..... New Orleans, La.  
Kings Daughters Hospital..... Ashland, Ky.  
Norton Infirmary..... Louisville, Ky.  
Northampton State Hospital..... Northampton, Mass.  
Barnes Hospital..... St. Louis, Mo.  
Our Lady of Lourdes Hospital..... Binghamton, N. Y.  
City Hospital..... Chillicothe, Ohio  
Christ Hospital..... Cincinnati, Ohio

## HOTELS

Martin Hotel..... Des Moines, Iowa  
Savery Hotel..... Des Moines, Iowa

Kentucky Hotel..... Louisville, Ky.  
Ft. Steuben Hotel..... Steubenville, Ohio  
Jermyn Hotel..... St. Louis, Mo.

## INSURANCE COMPANIES

Mutual Ins. Co..... Washington, D. C.  
Sportsmen Ins. Co..... Washington, D. C.  
Atlanta Life Ins. Bldg..... Des Moines, Iowa  
Bankers Life Ins..... Des Moines, Iowa  
Central Life Building..... Des Moines, Iowa  
Iowa Insurance Service Bureau..... Des Moines, Iowa  
State Automobile Ins. Co..... Des Moines, Iowa  
Sunlife of Canada..... Des Moines, Iowa  
Travelers Life Ins..... Des Moines, Iowa  
Kentucky Home Life Ins. Co..... Louisville, Ky.  
Mutual Life Ins. Co..... Hartford, Conn.  
New York Life Ins. Co..... Baltimore, Md.  
Anchor Casualty Co..... St. Louis, Mo.  
State House Annex Banking and Insurance Depts..... Trenton, N. J.

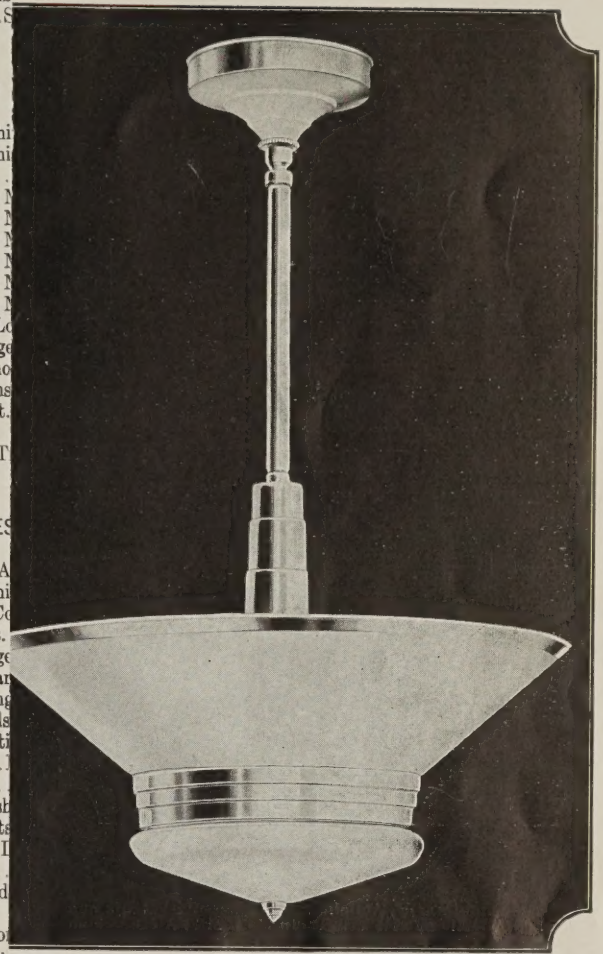
## LIGHT & POWER COMPANIES

Southern California Edison..... Los Angeles, Calif.  
Potomac Elec. Pr. Co..... Washington, D. C.  
Georgia Power Co..... Atlanta, Ga.  
City Light & Power..... Ft. Worth, Tex.  
Potomac Edison Co..... Frederick and Hagerstown, Md.  
Consumers Power Co..... Cadillac and Frankfort, Mich.  
Northern States Power Co..... Red Wing, Minn.  
Atlantic City Elec. Co..... Atlantic City, N. J.  
Central Division, Assoc. Gas & Elec..... Portland, Ore.  
Utica Gas & Electric Co..... Utica, N. Y.  
Cleveland Electric Illuminating Co..... Ashland, Ohio  
Ohio Power Co., Canton, Ironton and Portsmouth, Ohio  
Dayton Pr. & Lt. Co..... Dayton, Ohio  
Ohio Public Service Co..... Columbus, Ohio  
Union Gas & Elec. Co..... Middletown, Ohio  
Pacific Pr. & Lt. Co. (Offices and Salesrooms)..... Astoria, Bend, Condon and Seaside, Oregon; Sunnyside, Wash.

Northwestern Electric Co. (Offices)..... Portland and Vancouver, Wash.  
Public Service Bldg..... New York, Pa.  
Edison Light & Power Co..... New York, Pa.  
Houston Lighting & Power Co..... Houston, Texas  
El Paso Electric Co..... El Paso, Texas

## OFFICES

Yosemite Portland Cement Co..... Merced, Calif.  
North German Lloyd S. S. Co..... San Francisco, Calif.  
S. & W. Company..... San Francisco, Calif.  
Sperry Flour Co..... San Francisco, Calif. and Portland, Ore.  
Nat'l Paint & Varnish Inst..... Washington, D. C.  
Radio Corp..... Washington, D. C.  
Callaway Mills (Gen. Office)..... La Grange, Ga.  
Courts & Co..... Atlanta, Ga.  
Sinclair Oil Co..... Atlanta, Ga.  
State Farm Mutual Bldg..... Bloomington, Ill.  
Indiana Service Corp..... Ft. Wayne, Ind.  
Kroger Gro. & Baking Co. (Main Office)..... Ft. Wayne, Ind.  
Colony Bldg..... Des Moines, Iowa  
Midwest Finance Co..... Des Moines, Iowa  
Aumann & Werkmeister Co..... Baltimore, Md.  
The Kalamazoo Stove Co..... Kalamazoo, Mich.  
Minnesota Bldg. & Loan Ass'n..... St. Paul, Minn.  
Berkowitz Env. Co..... Kansas City and St. Louis, Mo.  
Kline's, Inc..... Kansas City, Mo.  
Ford Motor Co..... St. Louis, Mo.



R4355

Reflector and Canopy, Aluminum—Outside Finish, Satin and Polished Chromium. Inside Reflector, Alzak. Stem and Socket Cover, Brass—Polish. Chromium. Satin Finish. Crystal Glass Bowl.  
Kemps Dept. Store..... Frederick, Md.  
McCallum's Dept. Store..... Northampton, Mass.  
Forbes & Wallace Dept. Store..... Springfield, Mass.  
Hearnen's Air Conditioning Display..... Trenton, N. J.  
Yards Dept. Store..... Trenton, N. J.  
Bloomingdale's Dept. Store..... New York, N. Y.  
Herman Furn. Co..... New York, N. Y.  
Belk's Dept. Store..... Charlotte, N. C.  
Moby's Store..... Columbus, Ohio  
Meier & Frank Dept. Store..... Portland, Ore.  
Spear & Co..... Pittsburgh, Pa.  
Wiest's Dept. Store..... York, Pa.  
Deitch Dept. Store..... Knoxville, Tenn.  
S. H. George & Sons..... Knoxville, Tenn.  
Heironimus Co..... Roanoke, Va.

## UNIVERSITIES AND COLLEGES

Tuskegee Institute..... Tuskegee, Ala.  
Leland Stanford University..... Palo Alto, Calif.  
Georgetown University..... Washington, D. C.  
George Washington University..... Washington, D. C.  
Haskell University..... Lawrence, Kans.  
Hood College..... Frederick, Md.  
Washington University, Arch. Drafting Room..... St. Louis, Mo.  
St. Mary's College..... Northeast, Pa.  
University of Tennessee..... Knoxville, Tenn.

Lack of space prevents listing more than this small number of installations.



## Super Illuminator

### Relati

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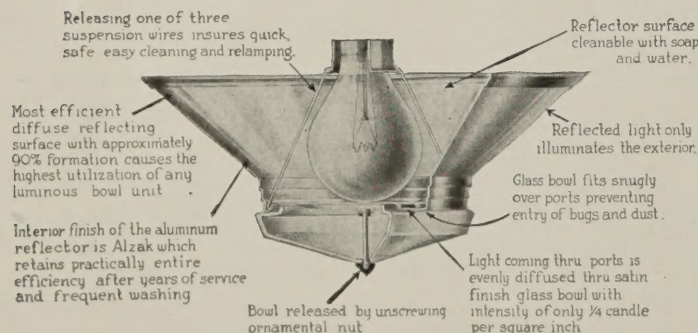
With glare the pupils of the eyes contract constantly to exclude intense light rays. This causes eye tension and reduces efficiency.

Gloom does its share to cause eye strain and fatigue.

Reflector and Canopy, Aluminum—Outside Finish, Satin and Polished Aluminum. Inside Reflector, Alzak. Stem and Socket Cover, Brass—Finish, Chromium. Satin Finish Crystal Glass Bowl.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R4671	Med.	200	14"	30"	\$17.00	Ezra
R4672	Mog.	300-500	18"	36"	22.00	Favre
R4673	Mog.	750-1500	22"	42"	29.00	Fayal

For extra equipment see notes on opposite page.



#### POINTS OF SUPERIORITY

- |  |                               |
|--|-------------------------------|
| 1 Uniformity of illumination.  | 5 Low cost.                   |
| 2 Efficiency, 82% — by scientific tests. (See light curve on opposite page.) | 6 Convenience of servicing.   |
| 3 Brightness at light source.  | 7 Quality of materials.       |
| 4 Workmanship.   | 8 Simplicity of installation. |
|  | 9 Appearance lighted.         |
|  | 10 Appearance unlighted.      |

### Indirect Lighting at its Best

#### 20% More Efficient Than Other Indirect Units

The remarkable efficiency of Guth Super Illuminators is due to the scientifically designed reflector, plus the Alzak Anodic finish.

The reflector distributes maximum illumination over a wider area than other Indirect units. The Alzak finish not only insures highest initial reflecting value, but because of its durability there is only a negligible decrease in efficiency after years of use and frequent cleaning.

Guth Super Illuminators increase the efficiency of workers. They prevent headaches, smarting eyelids, nervousness and lost time due to eye strain.

The satin finish crystal glass bowl receives about 1% of the light which measures only 1/4 candle per inch. It is uniformly lighted and cannot gather dust.

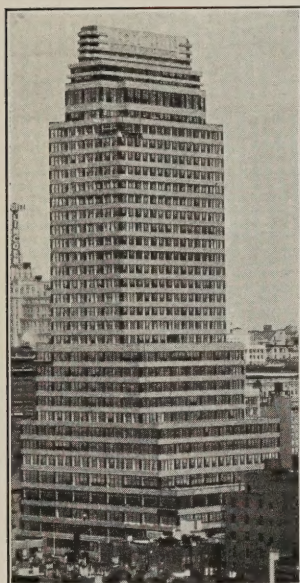


Guth Super Illuminators increase the attractiveness of  
**Curry-Arrington Drug Store, Rome, Ga.**  
This picture made solely by Super Illuminator light. No flash or retouching.  
Note uniformity of light distribution.



# Super Illuminators

U. S. Patent Nos. 89,091; 1,962,067; 1,962,068; 1,962,069.  
Other patents pending.



McGraw-Hill Bldg.,  
New York City  
Hood and Foulhoux, Architects

Super Illuminators not only reflect the maximum amount of light for wattage used, but they also properly distribute the light over a wide area through the use of wide angle reflectors. They produce efficient, uniform lighting intensities, eliminating glare from the fixture and polished surfaces, also shadows and specular reflections.

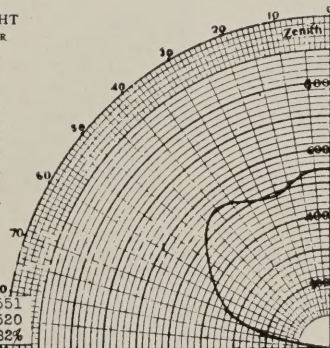
Easy to install — the swivel joint stem, assures fixture hanging true regardless of the position of fixture stud or outlet. Canopy slips over swivel, thus simplifying installation.

Easy to service—For cleaning or relamping, simply unhook one of the three supports which attach the reflector to the socket cover.

DISTRIBUTION OF LIGHT  
APPARENT CANDLEPOWER  
AT 10 FEET

ANGLE	APPARENT CANDLEPOWER AT 10 FEET
0° Zenith	1080
10	1050
20	980
30	1025
40	1090
50	1000
60	840
70	680
80	100
140	3
150	7
160	11
170	10
180	10

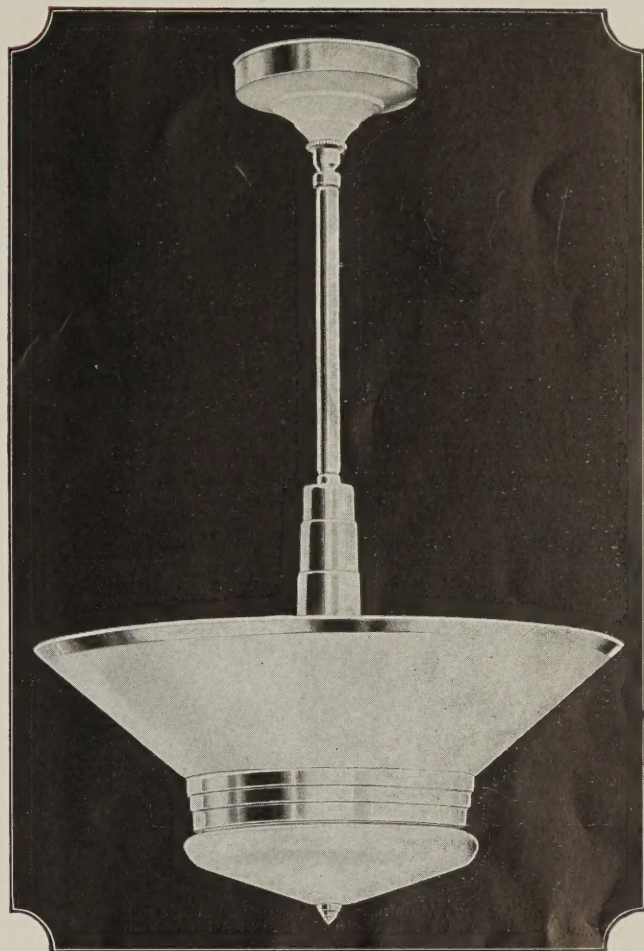
Lumens, Lamp only--5551  
Lumens, Luminaire--4520  
Efficiency---82%



State Farm Mutual Bldg., Bloomington, Ill.

Super Illuminators give such a wide evenly distributed light that no other illumination was needed for photographing. Picture not retouched.

Schaeffer and Hooten, Architects.



R4355

Reflector and Canopy, Aluminum—Outside Finish, Satin and Polished Aluminum. Inside Reflector, Alzak. Stem and Socket Cover, Brass—Finish, Chromium. Satin Finish Crystal Glass Bowl.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R4355	Med.	200	14"	30"	\$12.00	Poke
R4357	Mog.	300-500	18"	36"	16.00	Poly
R4359	Mog.	750-1500	22"	42"	22.00	Pone

R4409

Same shape as R4355: Reflector, Steel—Finish, Lumo Vitro Porcelain Enamel—Outside, Ochre and White Bands. Inside, White. Canopy, Aluminum—Finish, Satin and Polished Aluminum. Stem, Brass—Finish, Chromium. Socket Cover, Steel—Finish, Dull, Semi-Glazed Ivory Porcelain Enamel.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R4409	Med.	200	14"	30"	\$12.00	Fideli
R4410	Mog.	300-500	18"	36"	16.00	Finem
R4411	Mog.	750-1500	22"	42"	22.00	Fortres

## NOTES

List  
Additional

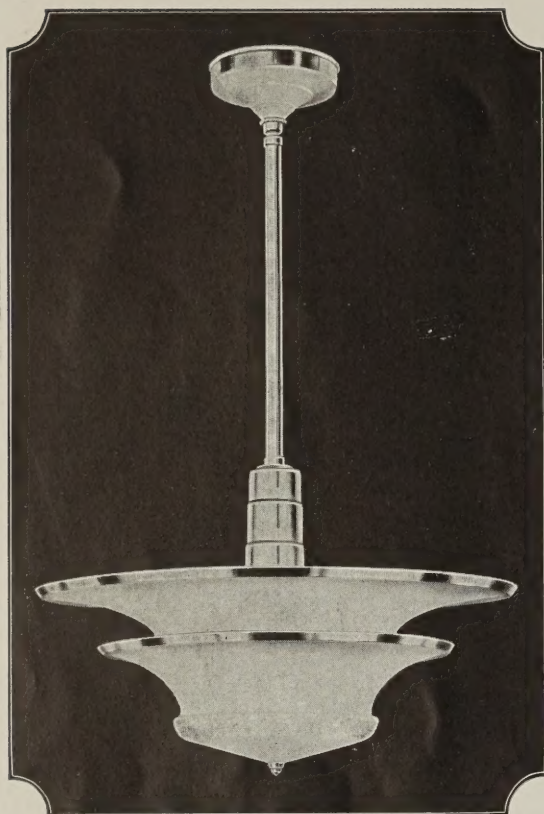
Finishes other than specified	10%
Single pole canopy pull switch (Knockout in canopy)	\$0.60
Mogul socket for 3 wattage lamp	1.00
Canopy pull switch for 3 wattage lamp	1.50
6" lengthening stem MP2018	.40
12" lengthening stem MP2019	.60

Luminous glass bowls available tinted—Amber, Blue, Pink or Green, as ordered, without extra charge.



## Super Illuminators

These new models are sure to be popular. Their strikingly beautiful contour make them most attractive whether lighted or unlighted. For the home, tea room, cocktail bars, or exclusive shops they add a finishing touch of class that is distinctive and harmonious. These dainty luminaires are perfectly proportioned. They are designed to flood the room with widely distributed, perfectly diffused light.



**R5450**

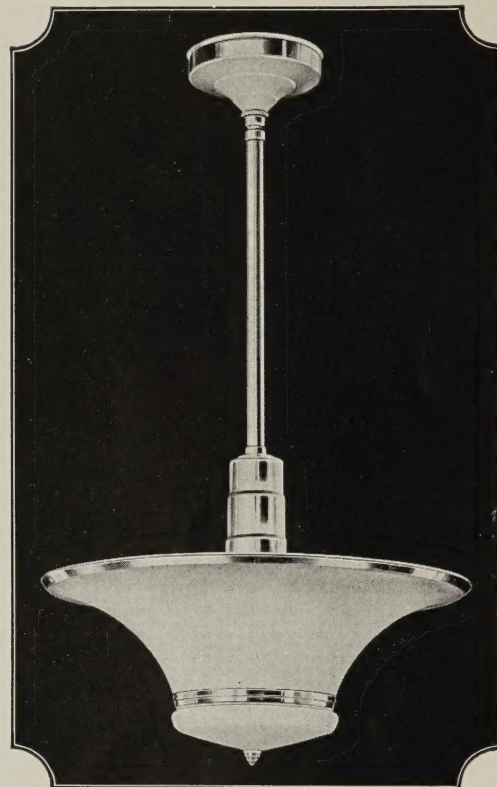
Reflectors and Canopy, Aluminum—Outside Finish, Satin and Polished Aluminum. Reflectors—Inside Finish, Alzak. Stem and Socket Cover, Brass—Finish, Chromium. Satin Finish Crystal Glass Bowl.

No.	Skt.	Wattage	Dia.	Lght.	List	Code
R5450	Mog.	300-500	19 1/2"	36"	\$28.00	Spear
R5451	Mog.	750-1500	24"	42"	40.00	Spice

### NOTES

	List Additional
Finishes other than specified	10%
Single pole canopy pull switch (Knockout in canopy)	\$0.60
Mogul socket for 3 wattage lamp	1.00
Canopy pull switch for 3 wattage lamp	1.50
6" lengthening stem MP2018	.40
12" lengthening stem MP2019	.60

Luminous glass bowls available tinted—Amber, Blue, Pink or Green as ordered, without extra charge.



**R5453**

Reflector and Canopy, Aluminum—Outside Finish, Satin and Polished Aluminum. Reflector—Inside Finish, Alzak. Stem and Socket Cover, Brass—Finish, Chromium. Satin Finish Crystal Glass Bowl

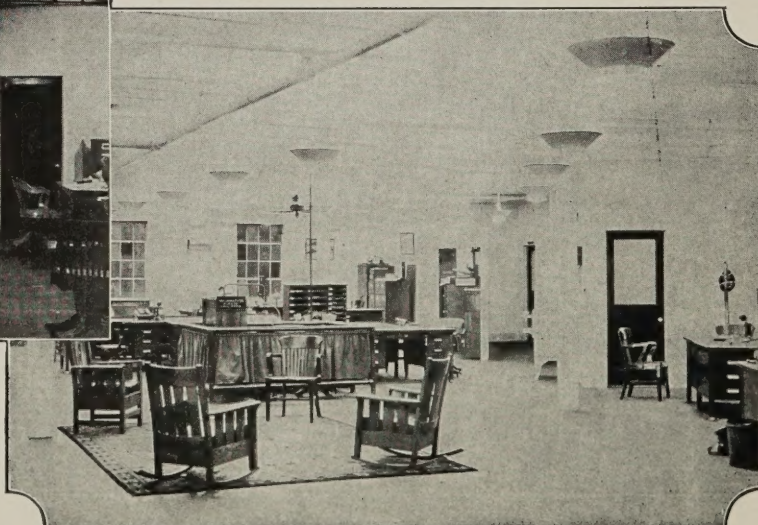
No.	Skt.	Wattage	Dia.	Lght.	List	Code
R5453	Med.	200	14"	30"	\$12.00	Spike
R5454	Mog.	300-500	18"	36"	16.00	Spurt
R5455	Mog.	750-1500	22"	42"	22.00	Stoic
R5456	Mog.	750-1500	30"	48"	38.00	Stone



**Columbus Division Office of Georgia Power Company**

**Before**—Combination of Direct, Semi Indirect and Indirect on approximately 12 foot centers, providing uneven distribution of from 2 to 8 foot candle intensity.

**After**—Guth Super Illuminators on 11 foot centers with 500 watt lamps. Excellent distribution of light of 30 foot candle intensity. Photographs made entirely by light from the fixtures and were not retouched.







**R4755**

Reflector, Aluminum—Outside Finish, F787 Antique Bronze and Ecclesiastical Gold. Inside, Alzak. Stem Ornaments and Socket Cover, Brass. Canopy, Aluminum—Finish F787 Antique Bronze and Ecclesiastical Gold. Satin Finish Crystal Glass Bowl.

No.	Skt.	Wattage	Dia.	Lght.	List	Code
R4755	Med.	200	14"	30"	\$25.50	Gaba
R4756	Mog.	300-500	18"	36"	37.00	Gabii
R4757	Mog.	750-1500	22"	42"	42.00	Gaea

## Super Illuminators

Guth Super Illuminators are available for practically any type of installation. The units shown on this page give an idea of some of the decorative effects which make them desirable for tea rooms, stores, lounges, etc., where architectural styling is desired.

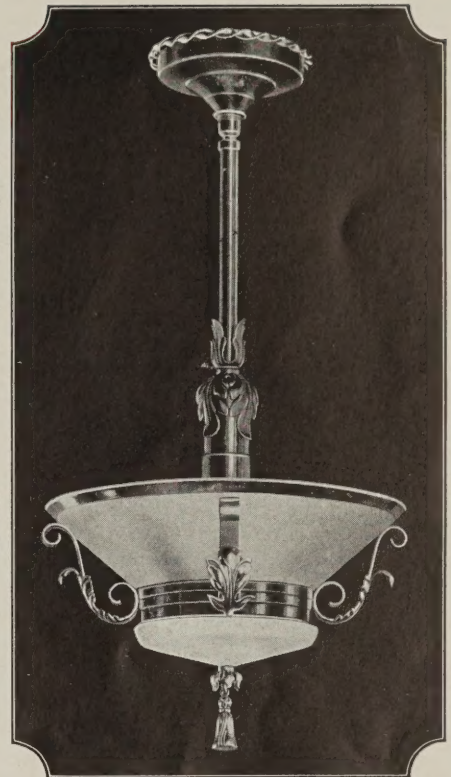
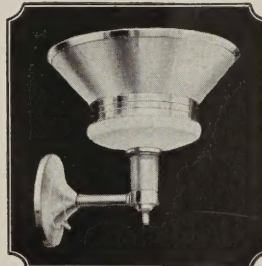
If special designs are necessary for any purpose, our Designing Department is at your service without cost or obligation.

### Indirect Wall Bracket For One 150-200 Watt Lamp

**R4474**

Reflector, Aluminum—Outside Finish, F785 Satin and Polished Cadmium. Inside, Alzak. Canopy, Aluminum—Stem, Brass—Finish, F785 Satin and Polished Cadmium. Extends 12½ in. from wall. Height, 11½ in. Switch in Canopy. Satin Finish Glass Bowl. (See note on preceding page.)

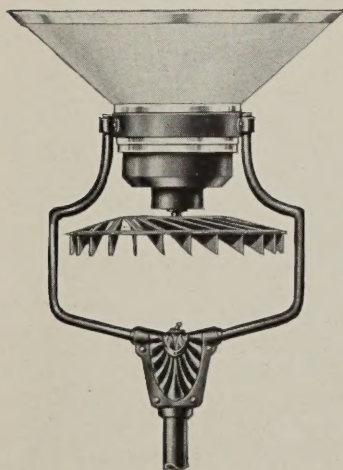
	List	Code
R4474 as illustrated	\$17.00	Mural
R4747 as illustrated, but with reflector cartouches as in R4671 (Page 2)	20.50	Music



**R4668**

Reflector, Aluminum—Outside Finish, F767 Florentine Bronze and Antique Gilt. Inside, Alzak. Canopy, Aluminum—Stem and Socket Cover, Brass—Finish, F767 Florentine Bronze and Antique Gilt. Satin Finish Crystal Glass Bowl.

No.	Skt.	Wattage	Dia.	Lght.	List	Code
R4668	Med.	200	14"	30"	\$21.00	Horeb
R4669	Mog.	300-500	18"	36"	26.00	Hosea
R4670	Mog.	750-1500	22"	42"	33.00	Ilias



**R4811**

### Guthfan R4811—Two Speed

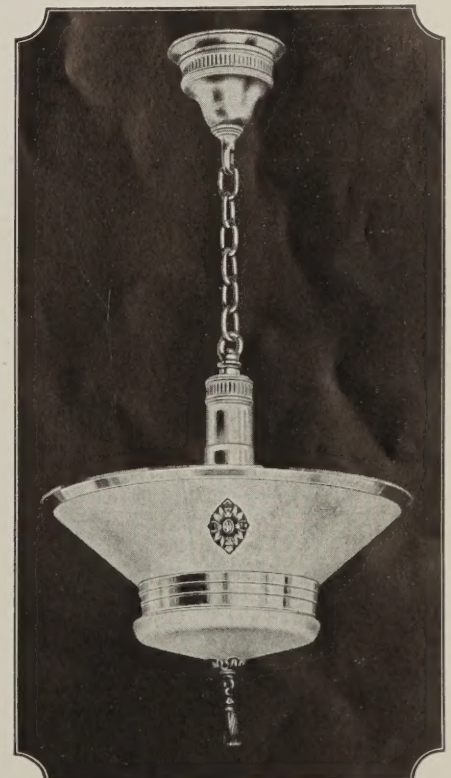
3 Lights—600 Watts Capacity

(With 20" Indirect Lighting Reflector)

Reflector Aluminum—Outside Finish, Satin and Polished Aluminum. Inside, Alzak. Pedestal and Base, Steel in English Brass.

Height 86", Spread 20", AC 110V 60 Cycle, DC 110V.

Write for Guthfan Catalog with full explanation of Guthfan's revolutionary complete cycle circulation.



**R4910**

**R4910**

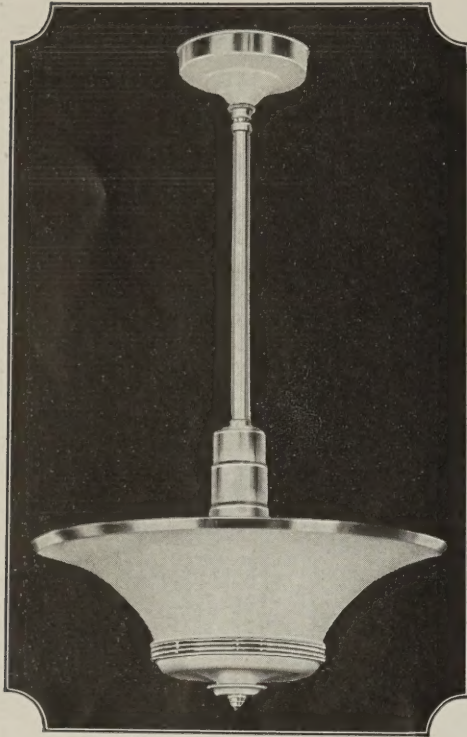
Reflector, Aluminum—Outside Finish, F781 Pewter and Old Gold—Decalcomania Medallions. Inside, Alzak. Canopy, Brass—Finish, Pewter and Old Gold. Chain, Steel—Finish, Pewter. Socket Cover, Brass—Finish Pewter and Old Gold. Metal Tassel—Finish, Old Gold. Satin Finish Crystal Glass Bowl.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R4910	Med.	100	12"	26"	\$13.00	Ion
R4912	Med.	150-200	14"	30"	14.00	Iona
R4913	Mog.	300-500	18"	36"	18.00	Irate

See Notes  
on Page 4.



## New Super Illuminators



**R5441**

Reflector and Canopy, Aluminum—Outside Finish, Satin and Polished Aluminum. Reflector—Inside Finish, Alzak. Stem, Socket Cover and Ornamental Band, Brass—Finish, Chromium.

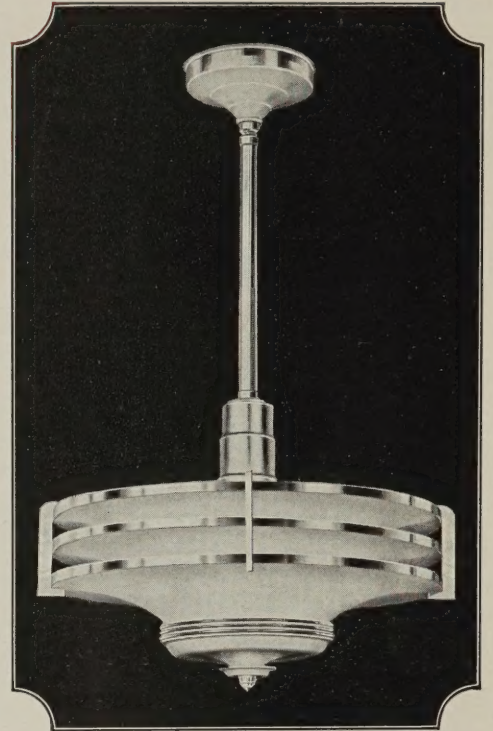
No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R5441	Med.	200	14"	30"	\$12.00	Skim
R5442	Mog.	300-500	18"	36"	16.00	Slab
R5443	Mog.	750-1500	22"	42"	22.00	Slam
R5444	Mog.	750-1500	30"	48"	36.00	Slat

These Illuminators harmonize perfectly with the decorative treatment of homes, smart shops, tea rooms, etc. They combine the beauty of the models shown on the opposite page with an added feature that makes them unusually attractive.

There is no luminous glass bowl in these types, but the reflector has an ornamental band and a small disc near the bottom.

These permit a small amount of light to seep through the ports and to be reflected upward, giving a soft, beautiful, opalescent effect. By using discs of colored cellophane in the bottom of the reflector, a variety of striking color effects can be obtained on the outside reflector surface.

These luminaires give uniformly distributed light with absence of harsh shadows.



**R5445**

Reflectors and Canopy, Aluminum—Outside Finish, Satin and Polished Aluminum. Reflector—Inside Finish, Alzak. Stem, Socket Cover, Brass—Finish, Chromium. Ornamental Band and Fins, Brass—Finish, Gold.

See  
Notes  
on  
Page 4

No.	Skt.	Wattage	Dia. O. A.	Lgth.	List	Code
R5445	Med.	200	14"	30"	\$24.00	Snag
R5446	Mog.	300-500	18"	36"	32.00	Snow
R5447	Mog.	750-1500	22"	42"	46.00	Solar

### Farm Credit Administration Bldg., Louisville, Ky.

This magnificent building is completely Guth equipped. Super Illuminator light makes even the file cabinet labels visible at the far end of the room. A perfect example of modern illumination. Photograph unretouched. Picture taken solely by Super Illuminator light.—No flashlight needed

Wischmeyer and Arrasmith, Architects.





# New Indirect Units

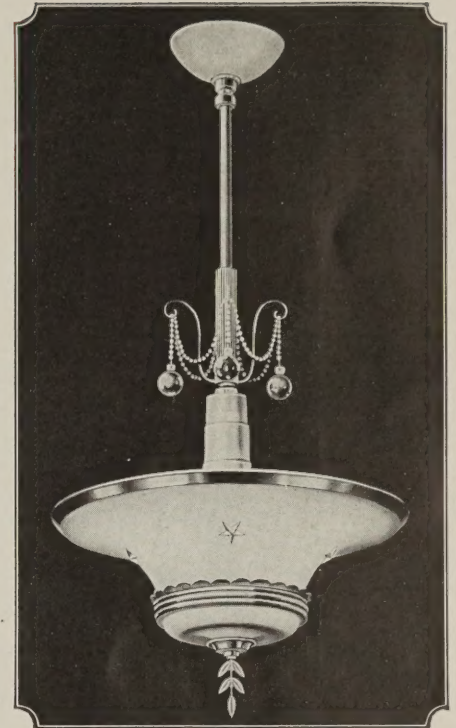
(Patent Pending)

Indirect lighting for homes is just as important as it is for offices. The principal objection in the past against the use of indirect fixtures in homes has been that they failed to blend with the surroundings.

With the new line of Guth Indirects this objection is overcome. They are perfectly proportioned luminaires designed for home living rooms, dining rooms, sun rooms, bedrooms; rest and lounging rooms in clubs and hotels.

Small concealed port holes are under the decorative band encircling the reflector and inside the bottom disc of the reflector. This permits a small amount of reflected light to illumine the exterior of the reflector, enhancing its beauty with a soft radiance.

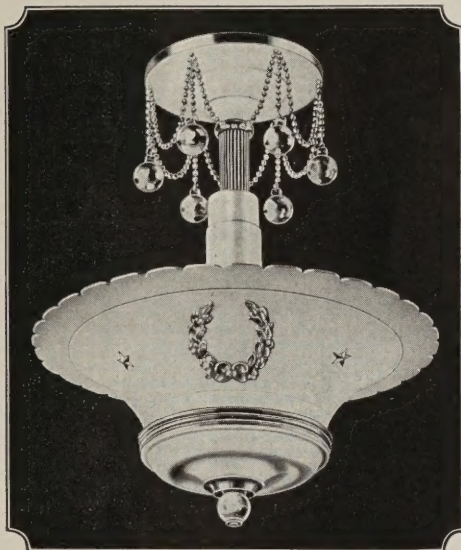
By inserting a circle of colored cellophane in the bottom of the reflector delightful changes in color harmony are made possible.



**R5475**

Reflector, Aluminum—Outside Finish, Antique White. Inside, Alzak. Canopy, Aluminum—Finish, Antique White. Stem, Socket Cover, Bands and Ornaments, Brass—Finish, Gold. Crystal Glass Balls.

No.	Skt.	Wattage	Dia.
R5475	Med.	200	14"
Lgth.	List	Code	
25"	\$17.50	Star	

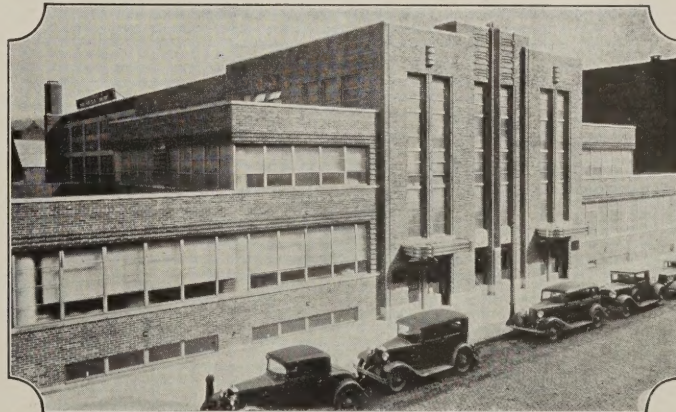


**R5474**

**R5474**

Reflector, Aluminum—Outside Finish, Pastel Blue and Antique White. Inside, Alzak. Canopy, Aluminum—Finish, Antique White—Gold Band. Stem, Reeded Brass—Finish, Gold—Ornaments, Brass—Finish, Gold. Socket Cover, Antique White. Crystal Glass Balls.

No.	Skt.	Wattage	Dia.
R5474	Med.	100-150	12 3/4"
Lgth.	List	Code	
15"	\$19.50	Swath	

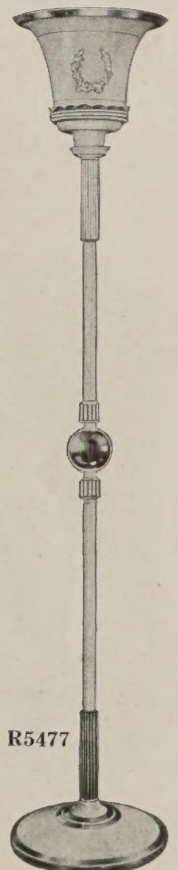


New Process Co., Warren, Pa.  
Equipped with Guth Indirect Lighting

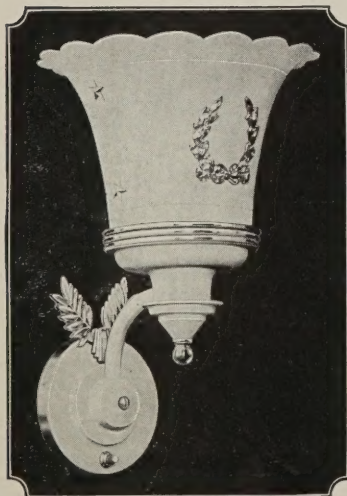
**R5477**

Reflector, Aluminum—Outside Finish, Antique White and Gold. Inside, Alzak. Stem, Steel—Finish, Antique White. Reeded Cylinders, Band and Ornaments, Brass—Finish, Gold. Base, Steel—Finish, Antique White with Gold Bands. Crystal Glass Ball—Fluted Crystal Cylinders.

No.	Skt.	Wattage	Dia.
R5477	Med.	150	9 3/4"
Dia.	Ht.	List	Code
Base 10"	68"	\$32.25	Sunny



**R5477**



**R5476**

Reflector, Aluminum—Outside Finish, Antique White. Inside, Alzak. Canopy, Aluminum—Finish, Antique White. Stem, Band and Ornaments, Brass—Finish, Gold. Switch in Canopy.

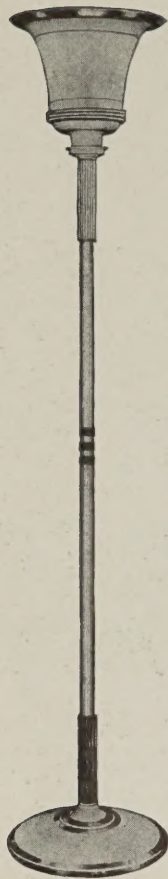
No.	Skt.	Wattage	Extends
R5476	Med.	150	9 1/2"
Height	List	Code	
13 1/2"	\$20.00	Surf	



# **Illuminators**

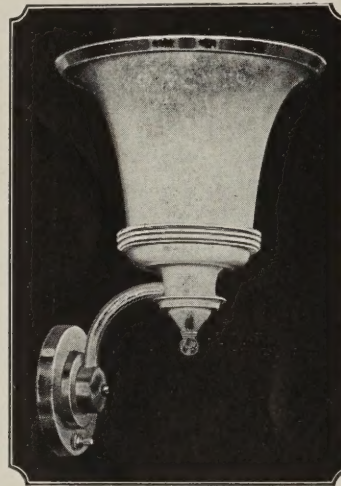
(Patent Pending)

These two new models have been designed to be used with our Super Illuminators where brackets or pedestals are desired. Although they have no glass bowls, the concealed ports under the ornamental band and in the bottom of the reflector emit just enough light to show the beauty of the reflector exterior.



**R5473**

Reflector, Aluminum—Outside Finish, Antique White and Gold. Inside, Alzak. Stem, Steel—Finish, Antique White and Gold Bands. Reeded Brass Cylinders—Finish, Gold.



**R5472**

Reflector, Aluminum—Outside Finish, Antique White and Polished Aluminum. Inside, Alzak. Canopy and Stem, Brass—Finish, Satin and Polished Aluminum. Band, Aluminum—Finish, Polished Aluminum. Switch in Canopy.  
No.                      Skt.                      Wattage                      Dia.  
**R5472**                      Med.                      200                      9 3/4"  
Lgth.                      List                      Code  
13 1/4"                      \$14.00                      Swish

## **Super Illuminator Floor Lamp**

**With Luminous Glass Bowl**

Reflector, Inside Finish, Alzak. 8 foot cord and plug. Outside Reflector, Stem and Base—Finish, Satin Silver and Dark Verde.



No.	Skt.	Wattage	Dia. Reflector
<b>R5473</b>	Med.	150	9 3/4"
	Dia. Base	Ht.	List      Code
	10"	68"	<b>\$26.75</b> Surge

No.	Skt.	Wattage	Ht.	Dia. Reflector	Dia. Base	List	Code
<b>R4720</b>	Med.	200-300	68"	12"	10"	<b>\$18.00</b>	Topaz
<b>R4770</b>	Mog.	300-500	72"	18"	13"	<b>25.00</b>	Topic
Outside Reflector, Stem and Base—Finish, Florentine Bronze and Antique Gilt.							
<b>R4725</b>	Med.	200-300	68"	12"	10"	<b>18.00</b>	Totem
<b>R4775</b>	Mog.	300-500	72"	18"	13"	<b>25.00</b>	Torso
Outside Reflector, Stem and Base—Finish, Black Duro Enamel and Chromium.							
<b>R4730</b>	Med.	200-300	68"	12"	10"	<b>18.00</b>	Tower
<b>R4780</b>	Mog.	300-500	72"	18"	13"	<b>25.00</b>	Tract
Mogul Socket and Switch for 3 wattage lamps, \$3.00 list extra.							

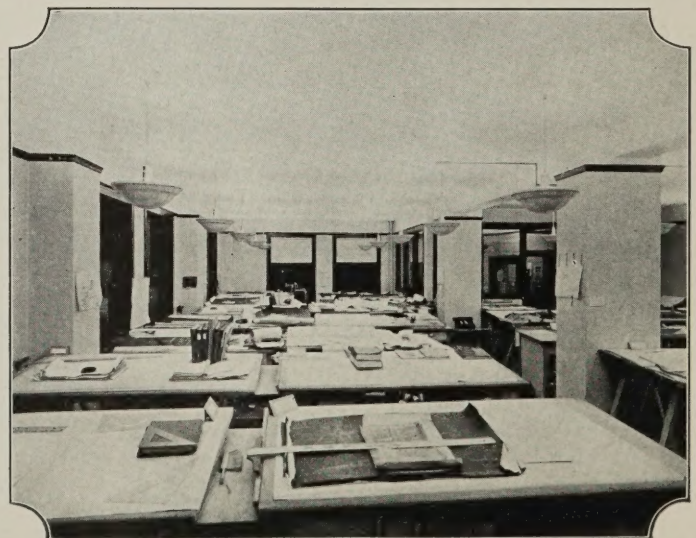
**Before**



**Pittcock Block, Portland, Oregon**

Portion of one of U. S. Army Engineers Drafting Rooms. Original lighting averaged 6 foot candles. New lighting averages 65 foot candles. Wattage increased 5 times— Illumination resulting from this increased 11 times.

**After**

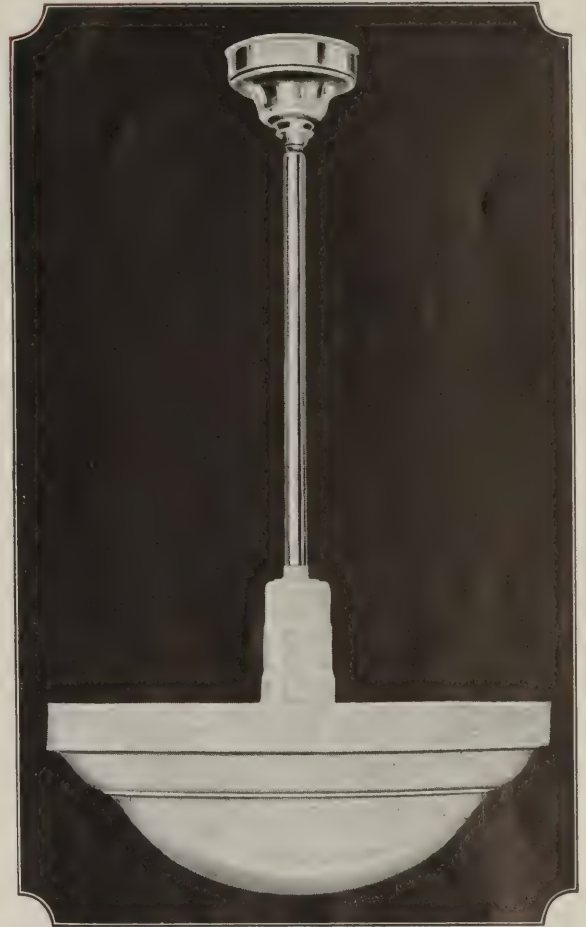




## Indirect-Lite

A popular type of Porcelain Enamel Indirect Luminaire which is suitable for a wide variety of installations.

Easy to clean and relamp. Simply unhook one support for instant access to reflector surface, or the bowl may be removed entirely by unhooking the three supports. A damp cloth quickly and easily removes all dust. The finish will not discolor and is guaranteed to retain the original lustre indefinitely.



**R5354**

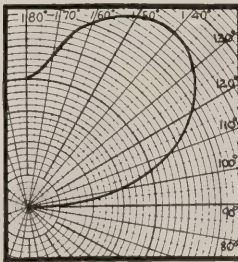
Reflector, Steel—Finish, Lumo Vitro Enamel—Outside, Ivory. Inside, White. Socket Cover, Steel—Finish, Dull Semi-Glazed Ivory Porcelain Enamel. Canopy, Aluminum—Stem, Brass—Finish, Chromium.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
<b>R5354</b>	Med.	150	10"	25"	\$ 8.00	Lotus
<b>R5355</b>	Med.	200	14"	30"	9.50	Loyal
<b>R5357</b>	Mog.	300-500	18"	36"	12.00	Lunge
<b>R5358</b>	Mog.	750-1000	18"	36"	12.00	Lurch
<b>R5359</b>	Mog.	750-1500	22"	42"	15.00	Lyric

**R3750**

Reflector, Steel—Finish, Lumo Vitro Enamel, Ivory, Outside—White, Inside. Canopy and Chain—Finish, Ivory. Socket Cover, Dull Semi-Glazed Porcelain Enamel.

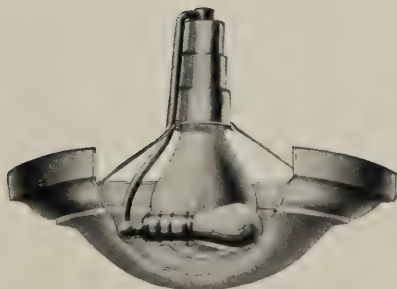
No.	Skt.	Wattage	Dia.	Lgth.	List	Code
<b>R3750</b>	Med.	150	10"	25"	\$ 8.00	Beeves
<b>R3751</b>	Med.	200	14"	30"	9.50	Befall
<b>R3753</b>	Mog.	300-500	18"	36"	12.00	Befoul
<b>R3754</b>	Mog.	750-1000	18"	36"	12.00	Beggar
<b>R3755</b>	Mog.	750-1500	22"	42"	15.00	Begone



Photometric Chart Showing  
Light Output of 82%



**R3750**



Nite Lite furnished on 14", 18" and 22" fixtures at \$3.00 list extra.

### NOTES

	List Additional
Single pole canopy pull switch (Knockout in canopy)	\$0.60
Mogul socket for 3 wattage lamp	1.00
Canopy pull switch for 3 wattage lamp	1.50
6" lengthening stem MP2018	.40
12" lengthening stem MP2019	.60
Extra length for chain stem, per foot	.50





R5230

Steel Reflector—Finish, Lumo Vitro Porcelain Enamel. Outside, Ivory and White. Inside, White. Canopy, Aluminum—Finish, Satin and Polished Aluminum. Stem—Brass, Finish, Chromium—Socket Cover, Steel—Finish, Semi-Glazed Ivory Porcelain Enamel.

Dia.	Length Overall	List	Code
18"	42"	\$12.00	Supine

## Super Indirect

(Patent Pending)

### 10 Year Guarantee of Efficiency

Light meter tests prove that this New Guth Super Indirect, with its scientifically shaped reflector, is one of the most efficient indirect lighting units ever devised.

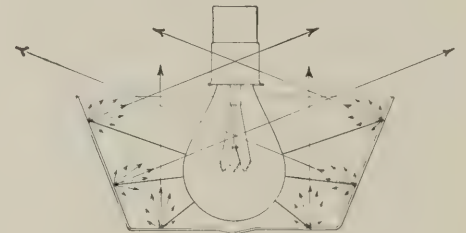
We invite a comparison of efficiency. Check it with a light meter or in any other manner, and note how it surpasses other indirects in light intensity and distribution.

Made in only one size—18-in. diameter — Guth Super Indirect accommodates all lamp sizes: 300-500-750-1000-1500 watts.

(A simple, easily attached adapter, patent pending, is supplied with each fixture to raise socket cover when 300 or 500 watt lamp is used.)



Adapter is supplied with each fixture to raise socket cover when 300-500 watt lamp is used.



Patent pending on this method of light control with diffuse reflectors.



Before



After

Fick Shoe Store, North Tonawanda, N. Y.  
The old fixtures with 3100 watts gave an average illumination of 4 foot candles. The new fixtures with only 3500 watts give an average illumination of 20 foot candles. No flash—No retouching.



## Moderne Indirect Lite

Guth Indirect insures efficient illumination on the working plane without glare or harsh shadows. The wide, uniform distribution utilizes the light to the fullest extent.

### Lumo Vitro Finish

This exclusive finish of everlasting porcelain enamel is fused on at high temperature in our modern electric furnace. It is heat resisting and will not discolor. Soap and water quickly remove all dirt and grime.

### Easy to Clean and Relamp

Unhooking one of the three supports gives instant access to the bowl for cleaning and relamping. Release all three supports and bowl may be taken down in 10 seconds. No screws or complicated clamps to impede fast work.

#### R3622

Reflector, Steel, Finish—Lumo Vitro Enamel—Ivory Outside—White Inside. Canopy and Socket Cover, Steel, Finish, Ivory. Brass Stem—Ivory.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R3622	Med.	200	12 1/2"	30"	\$ 9.00	Aerate
R3623	Med.	200	15"	30"	10.50	Aerial
R3624	Mog.	300-500	15"	36"	11.50	Affray
R3625	Mog.	300-500	18"	42"	13.00	Afraid
R3627	Mog.	750-1500	22"	42"	20.00	Agree

#### R3604

Same as R3622 except Chain Hanger—Finish, Ivory.

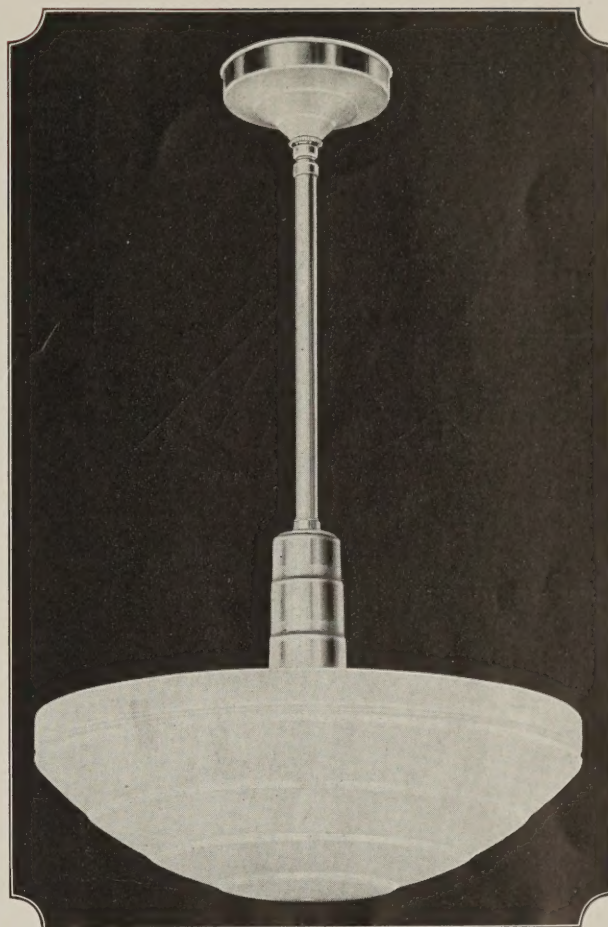
No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R3604	Med.	200	12 1/2"	30"	\$ 9.00	Acetic
R3605	Med.	200	15"	30"	10.50	Acquit
R3606	Mog.	300-500	15"	36"	11.50	Active
R3607	Mog.	300-500	18"	42"	13.00	Adduce
R3609	Mog.	750-1500	22"	42"	20.00	After

Moderne Indirect unit can be furnished with sprayed Udyllite finish outside and with China bowl inner reflector. The inner reflector can be lifted out instantly, cleaned and replaced. It retains initial efficiency longer because there is a smaller dust settling area. The China bowl has very high reflecting characteristics.

#### R3610

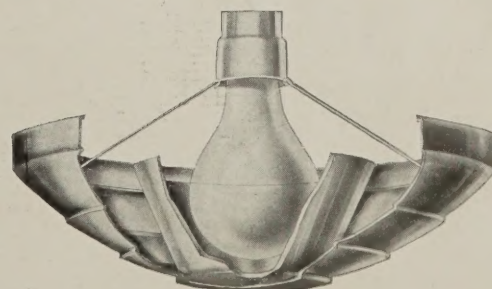
Reflector, Steel, Finish—Satin Udyllite Outside. Inner Reflector Bowl, White Vitreous China. Canopy and Stem, Chromium.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R3610	Med.	200	12 1/2"	30"	\$10.75	Attune
R3611	Med.	200	15"	30"	12.25	Auburn
R3612	Mog.	300-500	15"	36"	14.00	Aurora
R3613	Mog.	300-500	18"	42"	15.50	Annal
R3615	Mog.	750-1000	22"	42"	23.75	Amain



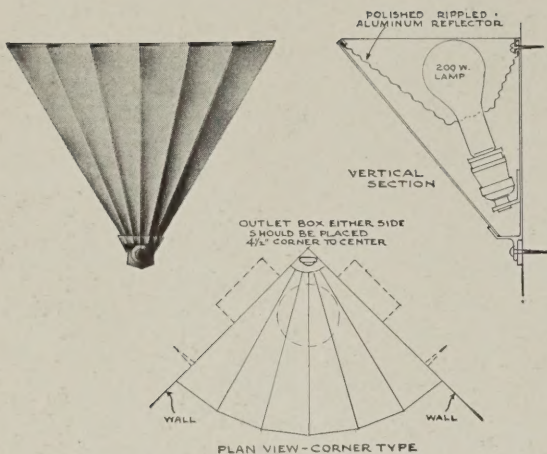
### NOTES

	List Additional
Single pole canopy pull switch (Knockout in canopy)	\$0.60
Mogul socket for 3 wattage lamp	1.00
Canopy pull switch for 3 wattage lamp	1.50
6" lengthening stem MP2018	.40
12" lengthening stem MP2019	.60
Extra length for chain stem, per foot	.50
Nite Lite as shown on page 9	3.00



Interior view of Moderne Indirect Light, showing position of Vitreous China Reflector





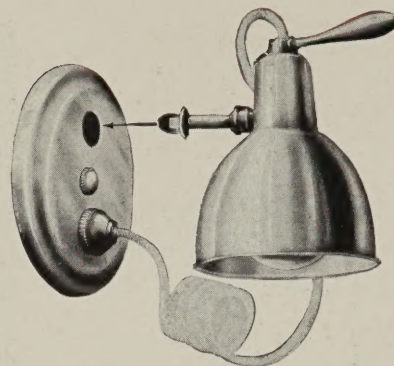
**COVE LIGHT**

**R3958—Corner**

**R3959—Side Wall**

One Light—Metal. Finish, F12, Tusk Ivory. Fits Standard Outlet Box.

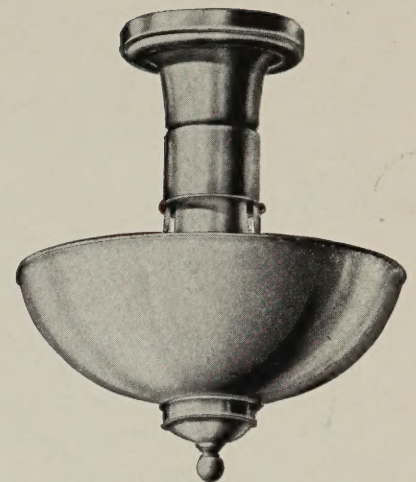
No.	Extends	Height	Price	Code
R3958	11"	14"	\$24.50	Citric
R3959	11"	14"	29.00	Citron



**R3961**

Height Extends Price Code  
6 1/2" O. A. 10" \$11.50 Claret  
Fits Standard Outlet Box.

**Indirect or Direct  
Adjustable Wall Bracket  
Polished Aluminum.**



**R3379**

Reflector, Steel—Finish, Lumo-Vitro Porcelain Enamel—White Inside, Ivory Outside. Canopy, Steel—Finish, Lumo-Vitro Porcelain Enamel, White.

No.	Skt.	Wattage	Dia.	Lgth.	List	Code
R3379	Med.	100	10"	12"	\$8.00	Heron
R3380	Med.	150	12"	12 1/2"	9.00	Hilt

### Points to be Considered In Figuring Indirect Lighting

The information given on opposite page is important and must be taken into consideration when figuring on Indirect Lighting.

Another important feature is the size of the bays. To get proper lighting, the fixtures should be arranged so that the light rays from one overlap those from surrounding units so as to avoid dark spots on the ceiling. This is accomplished by installing sufficient fixtures, correctly spaced and with stems or chains of the right length.

### At Your Service

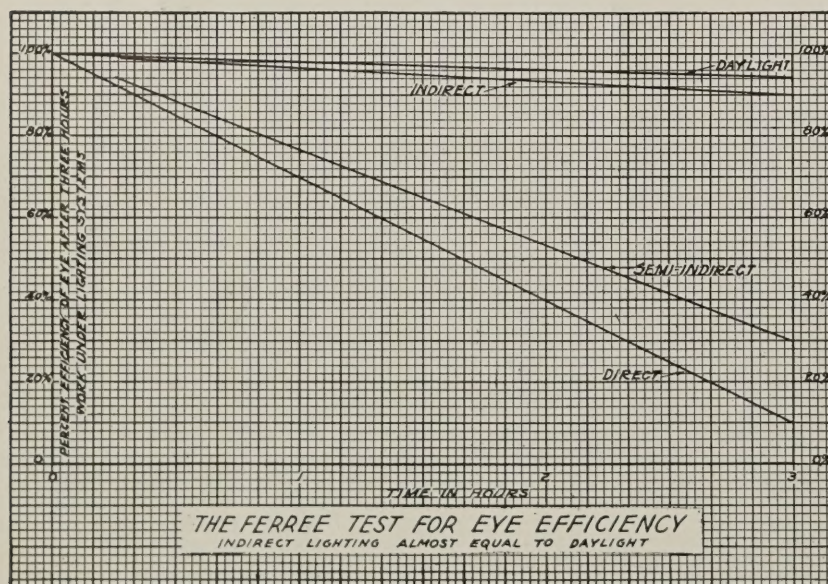
Let us solve your lighting problems. Just send us a blue print or sketch and tell us what you want done, and we will do the rest.

A complete layout, together with suggested lamp sizes, spacing, mounting, height, and other essential data will be sent you promptly.

This service is yours for the asking. No cost or obligation on your part.

### Ready for Installation

All fixtures shown in this catalog are furnished complete, in individual cartons. No package charge. (Lamps not included.) Prices F. O. B. St. Louis, Mo.



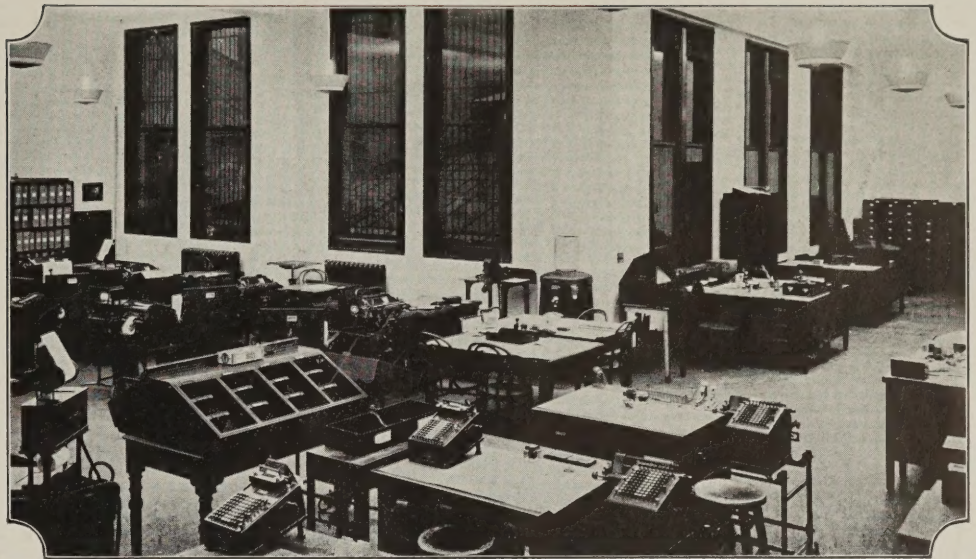
### Reflection Values of Painted Walls and Ceilings

As efficient indirect lighting depends on the reflecting value of the walls and ceilings, the colors of the paints used are most important. The following table gives approximate reflection values of painted surfaces:

White.....80%	Light Blue.....55%
Ivory White.....78%	Light Green.....55%
Light Ivory.....70%	Medium Green....40%
Light Gray.....70%	Medium Blue.....40%
Cream.....68%	Tan.....40%
Light Pink.....63%	French Gray.....28%
	Light Red.....25%



Bookkeeping Dept.  
National Savings and Trust Co.  
Washington, D. C.



## CEILING LIGHT CUT OFF

Ceiling light cut off on Super Illuminators are as follows:

- 14" Unit—Standard Length (30"), Light Cut Off 5' 6"—36" Length, Light Cut Off 7'.
- 18" Unit—Standard Length (36"), Light Cut Off 7' 6"—42" Length, Light Cut Off 9'.
- 22" Unit—Standard Length (42"), Light Cut Off 9' —48" Length, Light Cut Off 10' 6".

The above figures give the approximate ceiling light cut off for other types of indirect fixtures.  
Standard length units can be used for 90 per cent of the installations.  
Where outlets are spaced unusually far apart use extra lengths.

## Lamp Sizes and Fixture Efficiency

Owing to the difference in efficiency of the various sized Mazda lamps, it is generally advisable to use the larger wattage lamps. A 100 watt lamp, will produce but 17 lumens per watt, while a watt of current in a 1000 watt lamp will produce nearly 20.5 lumens. One 1000 watt lamp in suitable fixture will produce more illumination than six 200 watt lamps in similar equipment.

With direct lighting systems it is advisable to use more small units to eliminate surface brightness and get a more even distribution of light.

It will be seen from this that in indirect lighting systems, greater efficiency may be acquired by the use of fewer large units.

Savings effected are, fewer wiring outlets and fixtures; also lower lamp and servicing costs.

## Recommended Watts Per Square Foot on 12 Foot Ceilings

Living rooms and stores—3 watts.  
Offices—4 watts. Drafting rooms—5 to 10 watts.  
Hospital Operating rooms—20 to 25 watts.

Approximate wattage requirements under average conditions with light color ceiling and upper walls to obtain from 20 to 30 foot candles.

Ceiling Height	Outlet Spacing	Size Lamps
8 Feet	8 Feet	200 Watts
10 Feet	10 Feet	300 Watts
12 Feet	12 Feet	500 Watts
14 Feet	14 Feet	750 Watts
16 Feet	18 Feet	1000 Watts
18 Feet	20 Feet	1500 Watts

Paint and lamps blackening will reduce the intensities about 20%.

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## GUTHFAN Conditionaire

**Cools You All Over  
Circulates Air A New  
and Better Way**

Only Guthfan draws up the cool, dry air from the floor and distributes it outward and downward over a wide area. The hot, humid ceiling air is left unmoved.

One Guthfan circulates more air than three 16-in. oscillating fans with half the current.



## The Successor to the Electric Fan

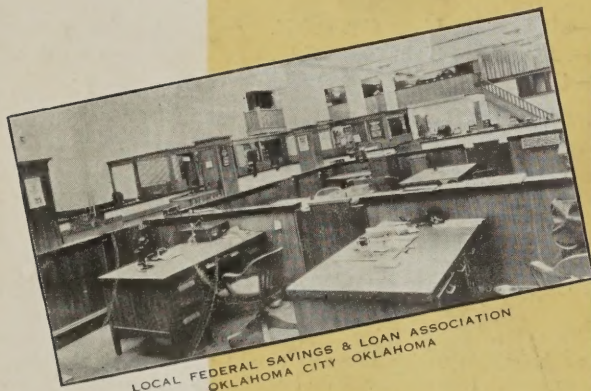
U. S. Patents Nos. 1,699,201; 1,791,125;  
1,845,084. Also foreign patents.

The first real improvement in fan design and construction since 1898.

Guthfan is the only complete cycle air circulator. There are no blasts of air or drafts created. A constant, gentle, cooling breeze of refreshing, revitalized air with no danger of "Summer Colds."

Send for Guthfan Catalog and learn all about this revolutionary invention.

R5170 Guthfan



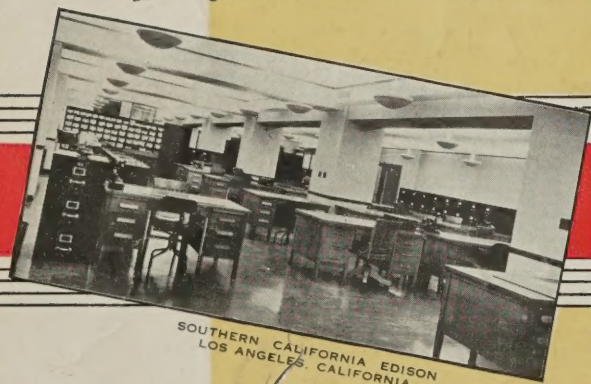
LOCAL FEDERAL SAVINGS & LOAN ASSOCIATION  
OKLAHOMA CITY OKLAHOMA



SHELL BUILDING  
SAN FRANCISCO, CALIFORNIA



BERKOWITZ ENVELOPE COMPANY  
KANSAS CITY, MISSOURI



SOUTHERN CALIFORNIA EDISON  
LOS ANGELES, CALIFORNIA



LOOSE-WILES BISCUIT COMPANY  
PORTLAND, OREGON

## The EDWIN F. GUTH COMPANY

Lighting Equipment

ST. LOUIS

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1337 S. W. Broadway

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1068 Leedale Avenue

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